

# Social Media Advertising + Email Marketing

A Shortcut to Success





# Who is this guy and why should I care what he has to say?

I'm Matt Severt - Co-owner of Nelson Severt Marketing + Technology.

15+ years as a marketing professional - helped all kinds of businesses, from local restaurants like Martin City Brewing Company to corporate brands like Kia and NAPA Auto Care.

I've learned an immense amount about social media advertising and email marketing along the way and I want to share as much as I can with you today so you can shortcut your success

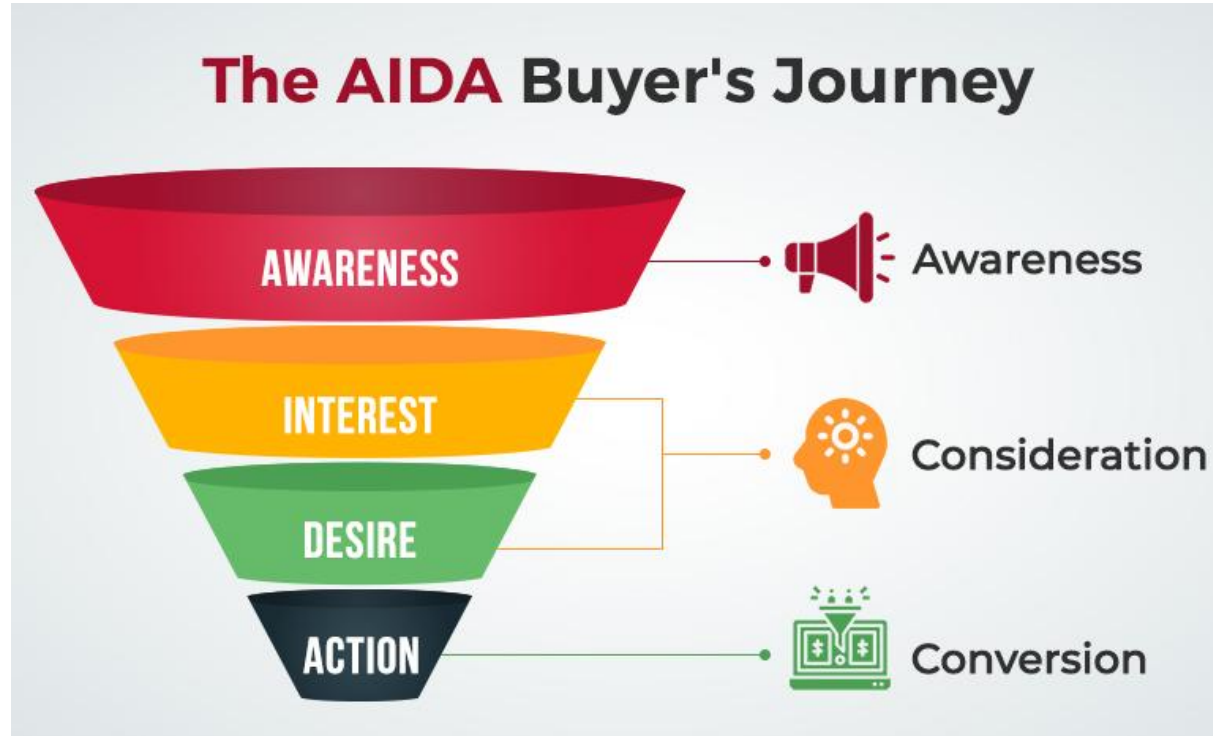


# **What I hope you take away from this presentation**

1. A simple blueprint to follow for all your social media ads and email marketing.
2. 6 tips to shortcut your social media advertising + email marketing success (I wish I had known these when I started)
3. More confidence and a better understanding of how to leverage social media ads and email marketing for your business

# AIDA

This is the series of steps a consumer goes through when they make purchasing decisions.



## **Examples of AIDA in Social Media Ads + Email Marketing**

**Interest**



**Desire**



**Awareness**



**Action**



**Big Life Journal**  
Sponsored  
ID: 526591272453531

Did you ever hear your child say, "I can't do anything right", "This is too hard", "I'm stupid" ....?

It's so hard to hear your children say these things 😞.

The good news we can help them develop a GROWTH MINDSET which results in higher self-esteem, more positive self-talk, and a "can-do" attitude.

By using this guided journal just a few minutes a day, you can help your children turn around their thinking to become "I'm going to try even if it's difficult", "I'm enough", "I do my best 🙌".

Gift this special journal 📖 to your child and witness the positive change!

**Confidence-Building Journal for Kids**

AGES 7-10

**BIG Life JOURNAL**  
FOR KIDS

UK.BIGLIFEJOURNAL.COM  
A Special Gift Every Child Needs

Shop now

**Interest** = Call out, lead copy (Make a Connection)

**Desire** = The perceived value (Make the Offer)

**Awareness** = Ad image/headline (Get Attention)

**Action** = Click the link, sign-up, call the number, schedule an appointment, etc.(Tell them what to do Next)



Awareness

Action



5STAR365.COM

### Get BOGO Free Deals

Martin City Beer Club Want Free Drinks And Other Tasty Deals? Click the ...

Learn more

350

44 Comments 29 Shares

Like

Comment

Share



Martin City Brewing Company

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GOOD NEWS! Station 7 is now open on the corner of 7 Highway and Colbern Road!



For those of you in Lake Lotawana and the surrounding areas of Lee's Summit, Blue Springs, Lone Jack, Grain Valley and beyond— we can't wait for you to join our Station 7 family.



Sign-up for our Martin City Club now and you'll get BOGO Free deals every month, chances to win Pizza + Beer for a year, special event invites, and first to know status on new beers, live music, and more.

Click below to sign-up for Free...

👉 <https://bit.ly/Station7MCBC>

What makes it Station 7?

We're joining our Pizza & Taproom concept with our partner coffee shop, Love, Coffee. That's right— coffee and breakfast in the morning & pizza and beer midday through late evening.

We'll have it all!

Breakfast from scratch, stone-fired pizzas, sandwiches, salads, a sweet happy hour and all the MCBC beer you could want!

Drive through and delivery options? Of course!

Patio with yard games and live music? You bet.

It's all in one place— at Station 7. Click below to get signed up for the Martin City Club for Free and we'll see you soon!

Interest



Desire





Subject: [Parenting Tip] Your child:  
"It's NOT FAIR!" What do you say?

Awareness

Interest

Desire

Jennifer,

Does your child say, "It's not fair" whenever things don't go their way or they don't get what they want?

How to best respond?

**FIRST**, realize that very often children use the word "unfair" because they don't have other words to describe how they feel.

You can help your child find the word that describes how they're feeling:

*"You didn't get what you wanted and now you feel **disappointed**," or "You feel **angry** because you expected something different."*

When we teach children about different kinds of emotions, we help them build emotional knowledge or emotional literacy.

It's very important because it helps them understand and manage their own feelings AND understand the emotions of other people and respond to them appropriately.

**SECOND**, if your child says, "It's unfair!", you can help them understand the difference between "fair" and "equal".

Explain that your job as a parent is to make sure that everyone gets what they NEED. And everyone doesn't need the same things or at the same time.

**So things are not usually equal but they are usually fair.**

You can say:

*"Your brother got new shoes because his feet grew. No one else got new shoes because our feet can still fit in our current shoes. Is it equal? No. Is it fair? Yes. When your feet grow and your current shoes become uncomfortable, you let me know so we can get you new shoes."*

So you're essentially emphasizing that things might not be equal but they are FAIR and you will make sure that everyone in the family has what they NEED.

I hope this was helpful.

For more parenting advice and tips be sure to [sign up HERE](#) to get notified when the "7 Practical Ways to Teach Your Child a Growth Mindset" e-book is available.

It'll be packed with practical tips and real-life examples you can start using with your child right away.

Have a wonderful week ahead.

Warmly,

Alexandra

Chief Creator at [Big Life Journal](#)



Action

**Subject:** Rare opportunity to ask me anything you want

**Awareness**

**Interest**

**Desire**

**Action**

Hey Matt,

Want my simple process to audit your marketing and create a plan that leads to results?

It only takes 15 minutes.

And works especially well when you're stressed, overwhelmed, and feeling burnt out marketing your business.

I'm teaching this exact process tomorrow at 1:00 pm Eastern.

Why?

Because I'm seeing so many business owners struggle right now and I'm over it. I'm going to teach you this quick 15 minute tactic and anything... A rare opportunity to come get live coaching by me!

My mission is to help companies thrive during this difficult time, and this is the best way for me to do it.

[Click here to add the event to your calendar.](#)

Best,  
Emily

P.S. By the way, there's 48 hours left for you to join Market Like a Pro at the founder's price.

6 months after launching, we're adding in even more support and customization to your experience. If you get your application in by J founding member price before it goes up.

We guarantee you'll 2X your business within 90 days of joining.

[Apply now for Market Like a Pro](#)

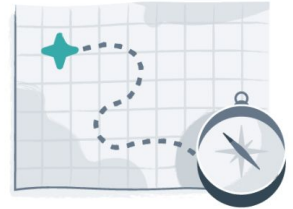
# Facebook/Instagram Advertising Tips

1. Boosting Posts vs. Running Ads
2. Choose your objective wisely
3. Spy on your competitors

Set up Ads manager: [business.facebook.com](https://business.facebook.com)

## Choose a campaign objective

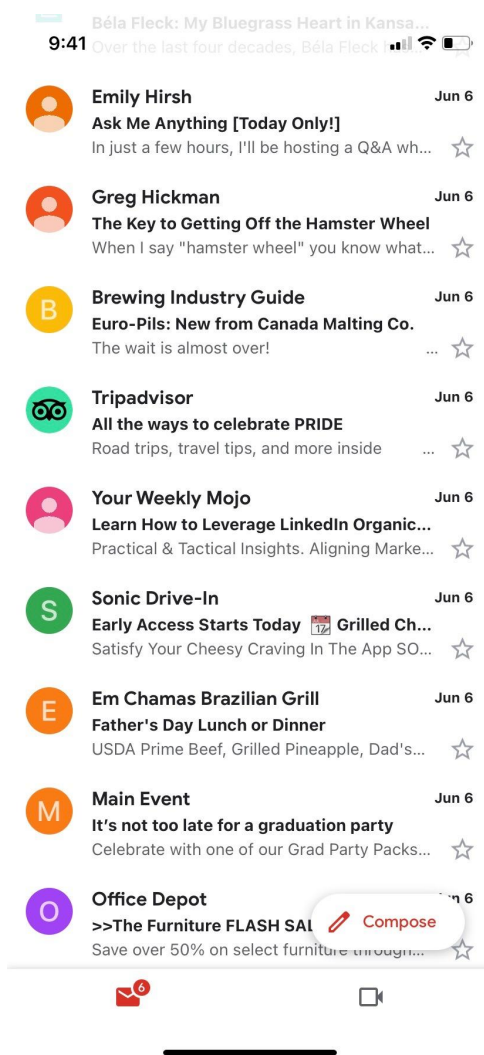
- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales



Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

# Email Marketing Tips

1. Make sure your emails bring value to your audience - information, education, entertainment, spiritual, money
2. Send emails more often
3. Automate as much as you can (resends, welcome series, campaigns, etc.)



# Discussion/Questions